

ABSTRACT

UI/UX DESIGN OF STUDIVITY MOBILE APPLICATION TO INCREASE STUDENT PRODUCTIVITY

The main problem in Indonesian education is the low quality and standard, leading to decreased productivity and competitiveness. This research identifies factors causing the decline in productivity among students, such as laziness, unsupportive environment, procrastination, multitasking, and poor time management. Currently, there are no highly effective tools to improve their productivity. The study aims to design a UI/UX for a mobile app using gamification to enhance the productivity of students. Data is collected through observation, interviews, questionnaires, and literature review, involving experts in User Interface and User Experience, productivity, teachers, lecturers, and potential users (students). Design thinking analyzes the data and creates app features designed to users needs, including to-do lists, reminders, note-taking, and focus mode. This application is expected to help students increase their productivity, thus improving the quality of education in Indonesia as a whole.

Keywords: *Productivity, Mobile Application, Gamification, User Interface, User Experience, Design Thinking*